

location for storing data and said output device [outputting] outputs one of video, audio, and hardcopy, said method comprising the steps of:

receiving an information transmission from a remote [source] station and passing at least [some] a portion of said information transmission to said computer, said information transmission [comprising] including data and at least one [or more] instruct signal[s];

detecting an instruct-to-select signal in said information transmission;

processing said data [transmission] at said computer and selecting a plurality of subscriber data;

storing said selected plurality of subscriber data at said memory location;

receiving [a] mass medium programming from a programming source and outputting said mass medium programming at said output device;

selecting [a] at least one stored subscriber datum to output; and

outputting at least one of a simultaneous [or] presentation and a sequential presentation of said mass medium programming and said selected at least one stored subscriber datum.

4. (Amended) The method of claim 3, further comprising the step of:  
programming said receiver station to:

(1) process one of a broadcast [or] transmission and a cablecast transmission[.];

(2) select a first datum of interest communicated in said one of said broadcast [or] transmission and said cablecast transmission[.]; and

(3) store said selected first datum at [a] said memory location.

5. (Amended) The method of claim 3, wherein said step of outputting [a] said at least one of said simultaneous [or] presentation and said sequential presentation of said mass medium programming and said designated output is in response to a command, said method further comprising at least one [or more] of the steps of:

inputting a subscriber command at said receiver station; and

detecting at said receiver station [a] said command communicated from [a] the remote station.

6. (Amended) The method of claim 3, wherein said mass medium programming is one of [a] television programming, [a] radio programming, [a] print programming, and [a] multimedia programming.

7. (Amended) The method of claim 6, wherein said step of selecting [a] said designated output stored in said [computeris] computer is in response to [an] a first instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to process [an] said first instruct signal communicated from [a] said programming source that communicates [a] said mass medium programming.

8. (Amended) The method of claim 7, wherein at least one of said step[s] of: processing said data transmission at said computer and selecting [a] said plurality of subscriber data, selecting [a] said at least one stored subscriber datum to output, and outputting [a] said at least one of said simultaneous [or] presentation and

said sequential presentation of said mass medium programming and said selected at least one stored subscriber datum, is in response to [an] a second instruct signal communicated from said programming source, said method further comprising the step of:

programming said receiver station to one of locate [or] and identify [an] said second instruct signal which is effective to [control] control said computer in [a] said information transmission communicated from [a] said mass medium programming source.

9. (Amended) The method of claim 3, wherein said step of storing said selected at least one subscriber datum from said plurality of subscriber data at said memory location occurs before the commencement of said step of receiving [a] said mass medium programming from [a] said programming source and outputting said mass medium programming at said output device.

10. (Amended) The method of claim 3, further comprising the step of: generating and storing at least one [or more] subscriber data to serve as a source of [a] said stored subscriber [datum] data to select and output.

11. (Amended) The method of claim 3, wherein said selected at least one stored subscriber datum is a datum of at least one of price, portfolio holding, economic conditions, monetary value, [or] and financial interest.

12. (Amended) The method of claim 3, wherein a receiver specific performance is displayed in series of images that are outputted during the course of said mass medium programming, said method further comprising one of the steps of:

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outputting said selected stored datum in one of said series of images; and  
outputting said selected stored datum in response to a second instruct signal.

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13. (Twice Amended) A method of controlling a plurality of receiver stations, each of [which includes] of said plurality of receiver stations including one of a broadcast [or] signal converter and a cablecast signal converter, a signal detector, a processor, [and with] wherein each of said plurality of receiver stations is adapted to detect the presence of at least one [or more] control signal[s] and programmed to process downloadable code, said method [of controlling] comprising the steps of:

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(1) receiving at a transmitter station [some] said downloadable code which is effective at [a] at least one of said plurality of receiver stations to select [a] at least one subscriber datum for at least one of simultaneous [or] presentation and a sequential presentation of said at least one subscriber datum with [a] mass medium programming, wherein said downloadable code [having] has [at each of said plurality of receiver stations] a target processor to process data at each of said plurality of receiver stations;

(2) transferring said downloadable code from said transmitter station to a transmitter;

(3) receiving said at least one [or more] control signal[s] at said transmitter station, said at least one [or more] control signal[s operate] operating to execute said downloadable code; and

(4) transferring said at least one [or more] control signal[s] from said transmitter station to said transmitter[, ] and transmitting an information transmission

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[comprising the] including said downloadable code and said at least one [or more] control signal[s].

14. (Twice Amended) The method of claim 13, wherein at least one of said downloadable code [or some] and a portion of identification data in respect of said downloadable code [are] is embedded in a television signal.

15. (Twice Amended) The method of claim 13, wherein [a] television programming is displayed at [a] said at least one of said plurality of receiver stations and said downloadable code programs said [receiver station] target processor to at least one of:

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- (1) output at least one of video, audio, [or] and text in the context of said television programming; [or to]
  - (2) process a [viewer] subscriber reaction to at least one of said television programming; [or to] and
  - (3) select information that supplements said television programming content.

16. (Twice Amended) The method of claim 13, wherein said at least one [or more] control signal[s] incorporates [some] a portion of said downloadable code.

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17. (Amended) A method of gathering information on the use of at least one of a resource [or] and a control signal at a receiver station, said receiver station having a processor[,] and a controlled device, wherein said receiver station [transferring] transfers said gathered information to a remote station, said method comprising the steps of:

- (1) identifying at least one of:

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(a) ~~[a] said resource to select for at least one of simultaneous [or] presentation and sequential presentation with [a] mass medium programming; [or] and~~

(b) ~~[a] said control signal which is effective to select [a] at least one subscriber datum for said at least one of simultaneous [or] presentation and sequential presentation with [a] said mass medium programming;~~

(2) ~~monitoring said identified at least one of said resource [or] and said control signal;~~

(3) ~~storing a record of the use of said at least one of said resource [or] and said control signal from said step of monitoring; and~~

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(4) ~~communicating information evidencing said use of said identified at least one of said resource [or] and said control signal from said step of storing [a record] from said receiver station to [a] the remote station.~~

18. (Amended) The method of claim 17, wherein the stored evidence information at least one of identifies [or] and designates at least one [or more] of:

- (1) ~~[a] mass medium programming;~~
- (2) ~~a proper use of programming;~~
- (3) ~~a transmission station;~~
- (4) ~~a receiver station;~~
- (5) ~~a network;~~
- (6) ~~a broadcast station;~~
- (7) ~~a channel on a cable system;~~
- (8) ~~a time of transmission;~~

- (9) a unique identifier datum;
- (10) one of a source [or] of data and a supplier of data;
- (11) one of a publication, article, publisher, distributor, [or] and an advertisement; and
- (12) an indication of copyright.

19. (Amended) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium programming material to at least one [or more] receiver station[s], with said remote intermediate mass medium programming transmitter station including one of a broadcast [or] transmitter and a cablecast transmitter for transmitting [one or more units of] said mass medium programming, a plurality of selective [transmission] transfer devices each operatively connected to said one of said broadcast [or] transmitter and said cablecast transmitter for communicating [a unit of] said mass medium programming, a mass medium programming receiver for receiving said mass medium programming from at least one origination transmitter station, a control signal detector, and one of a controller [or] and a computer capable of controlling at least one [or more] of said selective [transmission] transfer devices, and with said remote transmitter station adapted to detect the presence of at least one [or more] control signal[s], to control the communication of [specific units of] said mass medium programming in response to [detected specific] said at least one control signal[s], and to deliver at [its] said one of said broadcast [or] transmitter and said cablecast transmitter [one or more units of] said mass medium programming, said method [of communicating] comprising the steps of:

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(1) receiving [a unit of] at said at least one origination transmitter station said mass medium programming to be transmitted by the remote intermediate mass medium programming transmitter station and delivering said [unit of] mass medium programming to [a] at least one origination transmitter, said [unit of] mass medium programming having an instruct signal [with] which is effective at [the] said at least one receiver station to select [a] at least one subscriber datum for at least one of simultaneous [or] presentation and sequential presentation with [a] said mass medium programming;

(2) receiving said at least one [or more] control signal[s] which at the remote intermediate mass medium programming transmitter station operates to control the communication of said [unit of] mass medium programming; and

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(3) transmitting said at least one [or more] control signal[s to] from said at least one origination transmitter before a specific time.

20. (Amended) The method of claim 19, further comprising the step of: embedding a specific one of said at least one [or more] control signal[s] in said [unit of] mass medium programming before transmitting said [unit of] mass medium programming to said remote intermediate mass medium programming transmitter station.

21. (Amended) The method of claim 19, wherein said at least one [or more] control signal[s comprise] includes at least one of a code [or] and a datum which operates at the remote intermediate mass medium programming transmitter station to

identify said [unit of] mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate mass medium programming transmitter station to communicate said [said unit of] mass medium programming to a first transmitter at said specific time.

22. (Amended) A method of controlling at least one [or more] of a plurality of receiver stations, each of [which includes] said plurality of receiver stations including a mass medium programming receiver, a signal detector, at least one computer or processor, [and with] wherein each of said plurality of receiver stations is adapted to detect the presence of at least one [or more] control signal[s] and to input a [viewer] subscriber reaction to [a specific] an offer communicated in [a] mass medium programming, said method [of controlling] comprising the steps of:

(1) receiving at least one of a code [or] and a datum at a transmitter station, said at least one of said code [or] and said datum [designates] designating at least one of:

(a) a product [or] and a service offered in [a] said mass medium programming; [or] and

(b) [a viewer] said subscriber reaction [to an offer communicated in a mass medium program];

(2) receiving at said transmitter station an instruct signal which is effective at [the] said at least one of said plurality of receiver stations to select [a] at least one

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subscriber datum for at least one of simultaneous [or] presentation and sequential presentation with [a] said mass medium programming;

(3) transferring at least one of said at least one of said code [or] and said datum [or] and said instruct signal to a transmitter at said transmitter station at a specific time; and

(4) transmitting said at least one of said at least one of said code [or] and said datum and said instruct signal from said transmitter station.

23. (Amended) The method of claim 22, wherein at least one of said instruct signal [or] and said at least one of said code [or] and said datum is embedded in one of a television signal [or in] and a signal containing [a] television programming.

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24. (Twice Amended) The method of claim 22, wherein said instruct signal incorporates [some] a portion of downloadable code.

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25. (Amended) The method of claim 22, wherein [a] said mass medium programming is displayed at said at least one [or more] of said plurality of receiver stations and [a] said at least one control signal directs the output of at least one of video, audio, [or] and text to supplement said mass medium programming [or] and said mass medium programming prompts a subscriber to react, said method further comprising the steps of:

communicating to said transmitter; and

transmitting [an] said [instruct] control signal which is effective [a] at said at least one of said plurality of receiver stations to at least one of:

(a) output at least one of supplemental video, supplemental audio, [or] and supplemental text; [or to] and

(b) process [a] said subscriber reaction.

26. (Amended) The method of claim 22, wherein said mass medium programming is text.

27. (Amended) A method of controlling at least one of a plurality of receiver stations each of [which includes] said plurality of receiver stations including one of a broadcast [or] signal receiver and a cablecast signal receiver, at least one processor, and a signal detector, wherein said signal detector is adapted to receive signals from one of a broadcast [or] signal and a cablecast signal, and wherein said at least one processor is programmed to respond to signals from said signal detector, [and] said method [of controlling] comprising the steps of:

(1) receiving at one of a broadcast [or] transmitter station and a cablecast transmitter station [an] at least one instruct signal which is effective at [the] said at least one of said plurality of receiver stations to select [a] at least one subscriber datum for at least one of simultaneous [or] presentation and sequential presentation with [a] mass medium programming;

(2) transferring said at least one instruct signal from said one of said broadcast transmitter station and said cablecast transmitter station to a transmitter;

(3) receiving at least one [or more] control signal[s] at said one of said broadcast transmitter station and said cablecast transmitter station, wherein said at least

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control signal[s identifying] identifies at least one specific receiver station in which said at least one instruct signal is addressed; and

(4) transferring said at least one [or more] control signal[s] from said one of said broadcast transmitter station and said cablecast transmitter station to [a] said transmitter, said one of said broadcast transmitter station and said cablecast transmitter station one of broadcasting [or] and cablecasting said at least one instruct signal and said at least one [or more] control signal[s] to said at least one of said plurality of receiver stations.

28. (Amended) The method of claim 27, wherein at least one of said at least one instruct signal [or] and said at least one control signal is embedded in the non-visible portion of a television signal.

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29. (Amended) The method of claim 27, wherein said at least one [or more] control signal[s] identifies two of said plurality of receiver stations asynchronously and each of said identified two of said plurality of receiver stations receives and responds to said at least one instruct signal asynchronously.

30. (Amended) The method of claim 27, wherein a switch communicates signals selectively from a first receiver and at least one of a memory [or] and a recorder to a first transmitter, said method further comprising at least one [from the group consisting] of:

detecting a first signal which is effective at [the] a first transmitter station to instruct communication;

determining a specific signal source from which to communicate a second signal to [a] said first transmitter;

controlling said switch to communicate [a] said second signal to said first transmitter in response to [a] said first signal which is effective at [the] said first transmitter station to instruct communication;

controlling said switch to communicate [a] said second signal from [a selected] said specific signal source; and

controlling said switch to communicate to said at least one of said memory [or] and said recorder a third signal which is effective at [the] said at least one of said plurality of receiver stations to instruct.

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31. (Amended) The method of claim 27, wherein a controller controls a switch to communicate to a first transmitter a selected signal, said method further comprising at least one [from the group consisting] of:

detecting a first signal which is effective at [the] a first transmitter station to instruct transmission;

inputting to said controller a second signal which is effective to control said switch;

controlling said switch to communicate at least one [or more] signal[s] according to a transmission schedule;

controlling said switch to communicate from a specific one of a plurality of signal sources; and

controlling said switch to communicate a third signal to a selected one of a plurality of transmitters.

32. (Amended) The method of claim 27, said method further comprising at least one [from the group consisting] of:

transmitting to [a] said at least one of said plurality of receiver stations at least one [or more] data that:

(a) designate at least one of a time [or] of transmission and a channel of transmission of said at least one instruct signal; [or that]

(b) specify [the] one of a title of [or some] and a subject matter contained in [a unit of] one of said mass medium programming [or] and said data associated with said at least one instruct signal; and

transmitting to [a] said at least one of said plurality of receiver stations a first control signal to cause said at least one of said plurality of receiver stations to tune to one of a broadcast [or] transmission and a cablecast transmission containing a specific instruct signal.

33. (Twice Amended) The method of claim 27, wherein said at least one [or more] control signal[s] [further comprise] includes downloadable code targeted to said at least one processor at said at least one [or more] of said plurality of receiver stations, said downloadable code programming [the] a way [or method] in which said at least one processor responds to said at least one instruct signal.

34. (Amended) The method of claim 27, wherein said at least one of said plurality of receiver stations is one of adapted to detect the presence of said at least one

control signal [or] and programmed to respond to said at least one instruct signal on the basis of [the] a location of a first signal in an information transmission, said method further comprising the step of:

causing at least [some] a portion of one of said at least one control signal [or] and said at least one instruct signal to be transmitted in said location of said first signal in said information transmission.

35. (Amended) [An interactive] A method for mass medium programming promotion and information delivery for use with an interactive television viewing apparatus comprising the steps of:

displaying [a] television programming that promotes mass medium programming, said interactive television viewing apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said television programming whether said subscriber wants said mass medium programming promoted in said step of displaying, said interactive television viewing apparatus having a memory for storing at least one of a code [or] and a datum;

receiving [an] a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive television viewing apparatus having a processor for processing said subscriber reply [and said data];

processing said reply from said step of receiving [a] said reply and selecting [a] at least a portion of said at least one of said code [or] and said datum designating said

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mass medium programming, said interactive television viewing apparatus having a transmitter for communicating information to a remote station;

communicating said selected at least a portion of said code [or] and said datum to [a] said remote site, said interactive mass medium output apparatus and said remote site [comprising] including a network having a plurality of transmitter stations;

assembling, in said network, a first signal [unit] which is effective at said interactive television viewing apparatus to [select a] deliver at least one subscriber datum for at least one of simultaneous [or] presentation and sequential presentation with [a] said mass medium programming, said interactive television viewing apparatus having a receiver for receiving [a] said first signal from [a] said remote station;

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delivering said first signal [unit] at said interactive television viewing apparatus;  
and

[selecting a] outputting said at least one subscriber datum [for] in at least one of a simultaneous [or] presentation and a sequential presentation with said [designate] mass medium programming on the basis of said first signal [unit].

36. (Amended) The method of claim 35, wherein at least [some] a portion of said first signal [unit] is embedded in the non-visible portion of a television signal.

37. (Amended) The method of claim 35, wherein information evidencing at least one of the availability, use, [or] and usage of one of said television programming [or] and said mass medium programming is at least one of stored [or] and communicated to a remote data collection station, said method further comprising the step of:

selecting evidence information that one of identifies [or] and designates at least one [or more] of:

- (1) [a] mass medium programming;
- (2) a use of data;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) at least one of a source [or] of data and a supplier of data;
- (11) at least one of a publication, an article, a publisher, a distributor, [or] and an advertisement; and
- (12) an indication of copyright.

38 (Amended) The method of claim 35, wherein said first signal [unit] incorporates executable code said method further comprising the steps of:  
communicating said executable code to said processor and performing, on the basis of said executable code, at least one [selected from the group consisting] of:

- (1) receiving a second signal containing said mass medium programming;

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- (2) actuating at least one of a video storage or output device, an audio storage or output device, [or] and a print storage or output device[, as appropriate,] to one of store [or] and output said mass medium programming;
  - (3) decrypting at least a portion of said mass medium programming;
  - (4) controlling a selective [transmission] transfer device to communicate said mass medium programming to at least one of a storage device [or] and an output device;
  - (5) generating a receiver specific datum to on the basis of information contained in said mass medium programming; and
  - (6) delivering a receiver specific datum at said interactive television viewing apparatus at least one of simultaneously [or] and sequentially with said mass medium programming.

39. (Amended) [An interactive] A method for mass medium programming promotion and delivery for use with an interactive mass medium programming output apparatus comprising the steps of:

displaying [a] mass medium programming that promotes a specific fashion of presenting information to one of complete and supplement said mass medium programming, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium programming whether said subscriber wants said information to one of complete and supplement said mass

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medium programming presented in said specific fashion promoted in said step of displaying, said interactive mass medium programming output apparatus having an output device for outputting information in said specific fashion;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium programming output apparatus having a processor for processing said subscriber reply and controlling delivery of said mass medium programming in response to instructions;

delivering said instructions at said interactive mass medium programming output apparatus in response to said step of receiving [a] said reply, said instructions controlling said interactive mass medium programming output apparatus;

processing said instructions from said step of delivering, said instructions effective to select [a] at least one subscriber datum for at least one of simultaneous [or] presentation and sequential presentation with [a] said mass medium programming; and

presenting said information to one of complete and supplement said mass medium programming in said specific fashion on the basis of said instructions.

40 (Amended) The method of claim 39, wherein at least one [or more] of said instructions is embedded in at least one of the non-visible [or] portion of a mass medium programming signal and the non-audible portion of [a] said mass medium programming signal.

41. (Amended) The method of claim 39, wherein said information [evidencing the] evidencing at least one of the availability, use, [or] and usage of at least one of said mass medium programming [or] and said information to supplement said

mass medium programming is at least one of stored [or] and communicated to a remote data collection station, said method further comprising the step of:

selecting evidence information that one of identifies [or] and designates at least one [or more] of:

- (1) [a] mass medium programming;
- (2) a use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) at least one of a source [or] of data and a supplier of data;
- (11) at least one of a publication, an article, a publisher, a distributor, [or] and an advertisement; and
- (12) an indication of copyright.

42. (Amended) The method of claim 39, wherein said instructions incorporate executable code said method further comprising the steps of:  
communicating said executable code to said processor; and  
performing, on the basis of said executable code, at least one [selected from the group consisting] of the steps of:

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- (1) receiving a first signal containing said information to supplement said mass medium programming;
  - (2) actuating at least one of a video output device, an audio output device, [or] and a print output device[, as appropriate,] to one of output said information to supplement said mass medium programming [or to] and output information in said specific fashion;
  - (3) decrypting at least a portion of said information to supplement said mass medium programming;
  - (4) controlling a selective [transmission] transfer device to communicate specific output to a specific output device;
  - (5) generating a receiver specific datum to present with at least one of said mass medium programming [or] and said information to supplement said mass medium programming; and
  - (6) delivering a receiver specific datum at said interactive mass medium programming output apparatus at least one of simultaneously [or] and sequentially with one of said mass medium programming [or] and said information to supplement said mass medium programming.

43. (Amended) A method of controlling a receiver station including the

steps of:

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detecting [the] one of a presence [or] and an absence of one of a broadcast [or]  
control signal and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting  
[the presence or absence of a control signal];

controlling said processor to output specific information in response to said [step  
of inputting an] instruct-to-react signal; and

selecting [a] at least one datum for at least one of simultaneous [or] and  
sequential presentation with [a] mass medium programming on the basis of  
information received from said processor based on said step of controlling [a] said  
processor.

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44. (Amended) The method of claim 43, wherein a buffer is operatively  
connected to said processor for buffering input, said method further comprising the  
step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said  
processor.

45. (Amended) The method of claim 43, wherein said processor processes a  
first datum designating at least one of a television channel [or a] and television  
programming, said method further [having] comprising at least one of the steps of [the  
group consisting of]:

controlling a tuner to tune a receiver to receive [the] said at least one of said  
television channel [or] and said television programming designated by said processed  
datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least [some] a portion of [the] said at least one of said television channel [or] and said television programming designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control signal[s] in [the] said at least one of said television channel [or] and said television programming designated by said processed datum;

controlling a selective [transmission] transfer device to input to a computer control signals detected in [the] said at least one of said television channel [or] and said television programming designated by said processed datum;

controlling a computer to respond to control signals detected in [the] said at least one of said television channel [or] and said television programming designated by said processed datum;

controlling a television monitor to display at least one of video [or] and audio contained in [the] said at least one of said television channel [or] and said television programming designated by said processed datum;

controlling a video recorder to one of record [or] and play one of video [or] and audio contained in [the] said at least one of said television channel [or] and said television programming designated by said processed datum; and

controlling a selective [transmission] transfer device to communicate to at least one of a video recorder [or] and a television monitor [the] said at least one of said television channel [or] and said television programming designated by said processed datum.

46. (Amended) The method of claim 43, wherein said processor processes a datum designating at least one [or more] specific channel[s] of one of a multichannel cable [or] signal and a multichannel broadcast signal, said method further [having] comprising at least one of the steps of [the group consisting of]:

controlling a tuner to tune a converter to receive [the] said at least one [or more] specific channel[s] designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least [some] a portion of [the] said at least one [or more] specific channel[s] designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control signal[s] in [the] said at least one [or more] specific channel[s] designated by said processed datum;

controlling a selective [transmission] transfer device to input to a computer control signals detected in [the] said at least one [or more] specific channel[s] designated by said processed datum;

controlling a computer to respond to control signals detected in [the] said at least one [or more] specific channel[s] designated by said processed datum;

controlling a television monitor to display at least one of video [or] and audio contained in [the] said at least one [or more] specific channel[s] designated by said processed datum;